

Business Plan - New Alcohol Applications



1.) Alcohol Server Training Plan:

On an annual basis, Soh Hee Eateries, LLC is committed to hiring a professional outside certified trainer from the company ALE to complete alcohol awareness training. The content of the course will include, but not be limited to:

- How to properly check ID to recognize minors
- Prevent second-party sales
- Prevent customers from becoming inebriated
- Protect your establishment and self from liability
- Recognize the effects of alcohol on customers
- Refuse a sale to intoxicated persons and minors

We will reinforce the topics of this training through pre-shifts and take extra special overview during an employee's new hire orientation. Annually, at each staff member's performance reviews best practice topics will be gone over. We will conduct self-audits and secret shopper processes to ensure compliance of best practices.

Our internal policy will be to card any and all customers who order alcohol who appear to be under the age of 40. We do not plan to use electronic ID scanners, however if we determine after being open that we need an additional checks and balance system we are not opposed to it. It will be an expectation that if an employee is unsure about someones' ID what so ever that they need to check with management/ownership before deciding to serve said guest.

We have a zero tolerance policy for serving minors. Any employee who does not follow this expectation will be immediately fired for just cause. Employees who pass liquor stings will receive a \$100 bonus and prime employee parking space as well as get public positive recognition.

2.) Safety

Business Safety Plan Based on industry best practices, a successful business will have a safety plan that includes the following components:

A. Staffing and Procedures Definition:

1. **Who will perform hiring?** Sohn Hee LLC owner, Emily Krouse will be the operating manager for all front of house and back of house positions. She has over 11 years of Human Resources' experience and nearly 15 years of people management in her

professional background. **Will you perform criminal background checks to inform hiring decisions?** We will not, however, we will inquire during the interview process if the applicant has any job-related felonies from the past 7 years to self disclose them. **Will each job have a detailed job description?** Yes, the franchise has role, responsibility and job descriptions created for each position. **Will staff, especially management, have experience in industry or training?** Absolutely! As mentioned above, the owner has over 15 years of relevant hospitality experience. Those applicants who have relevant work history will be given first preference for hiring decisions. The owner has several referrals and networks from previous similar jobs that she plans to offer positions to.

2. **Will you have dedicated safety personnel?** The owner and operator will act as the safety specialist. During new hire orientation AWAIRE training will be presented and on-going semi annual safety trainings will be offered to employees. The owner also has an HR services partnership with the payroll company she has selected which offers online safety courses at anytime, for free, to staff via web portals. **Will you hire contracted safety personnel? Or, will you have regular in-house staff perform safety duties?** Regular in-house staff. **If so, what levels during the week and during the weekend?** We will staff extra personnel on the weekends. There is a security camera system onsite. **Will you change this during special events or when you increase your occupancy?** NA **Will safety personnel be recognizable/wear uniforms?** NA

3. **What will your scheduling plan look like?** All front of house and back of house employees will have set schedules based upon their availability and business need. Should an employee need a shift covered, it is their overall responsibility to find someone to take their regular hours. Sohn Hee Eateries has purchased a mobile friendly scheduling software called hot schedules. This platform allows employees to view their schedules, hours worked, switch shifts, release shifts, and communicate directly with one another. Sohn Hee Eateries owner, will have schedules written and communicated at least 3 weeks in advance. **Will it differ from summer to winter?** Sohn Hee Eateries management will schedule based upon seasonal variance which impact business as well as, overall sales trends. **Will special events at the business or in the city impact your staffing numbers?** Certainly, the business will plan accordingly for anything happening in the community that may directly impact their sales and thus staff to reflect any increase in business. **Will there be managers and/or supervisors?** Yes, the franchise owner is also the store manager. As deemed needed, she may hire key hourly supervisors to support with accountability and shift to shift management. **Will you cross train your staff to perform many duties?** Yes, front of house employees will be versatile and competent in all functions (cashier, food running and expo) all back of house employees will be cross trained too (prep, fryer, saucing and maintenance-cleaning).

4. Duties: **Inside the premises?** There are security cameras inside of the building. All staff need to have awareness of what is going on inside the premises and are encouraged to contact management should there be any concerns. All employees are empowered to contact local law authority as deemed appropriate. **Outside the premises?** There are only a few outside tables for this business. However, the same practices outside follow inside. There are security cameras outside of the building too. Extra lights will be turned on after dark. **Frequency of rounds?** Front of house employees will monitor the premises at all times, but walk through the dining room as guests' leave their tables. **How will you address loitering?** A no loitering sign will be placed on the front of the door. Any excessive loitering will not be tolerated and local law enforcement will be called. **Will you have dedicated parking lot security staff if you have a parking lot?** No. To that extent, the landlord of the property has placed security cameras in the lot and we share the parking lot with 2 other tenants. **Will you work with neighboring parking lots that your customers use?** Customers are welcome to use any available street parking.

5. Security Philosophy of Respectful Enforcement considerations: **Will you offer regular de-escalation training?** Yes, especially as it relates to the topic of alcohol / intoxication. This will occur at new hire orientation as an expectation. And then occur during pre-shifts as a reminder and during annual performance reviews as an on going standard best practice. **What procedures will you follow if it is necessary to escort a patron from the premises?** Management will enforce safety and ensure her staff and other patrons' best interest is at heart. Should things escalate to a level which they can not control - local law enforcement will be contacted.

Will your staff work in teams? Yes.

****Please note that if you hire an outside professional security company, they must be licensed by the Minnesota Board of Private Detective and Protective Agent Services.**

6. Incident Logs: **How will you communicate policies, incidents, and updates to employees?** We will have a company handbook that will be issued at the start of employment and on site at all times. Moreover, the owner/operator of Sohn Hee Eateries has a background in Human Resources and will stay in close contact with each of her employees directly and or through group text messaging. Company overall announcements will be written and then printed and hung up in the staff break room.

7. **Do you plan to create a No Admittance List?** Only if deemed necessary for safety and well being reasons. **Who has the responsibility for managing the list?** Management but, each employee is encouraged to voice their concerns and bring potential individuals who should be on the list to managements' attention. **What will be your criteria for adding or removing someone?** Any patrons who create violence, and or an undue hardship for my employees; this includes but is not limited to: excessive alcohol assumption, stealing, sexual harassment,

bantering, or aggressive arguing with my staff. **Will you share this list with Business Licensing?** If required, yes.

8. Add to your plan how your business will follow Hennepin County curfew times. B. Exit Strategies Definition: **How you will move customers out of and away from your business before the time you can no longer have them there?** Our business will only be open until 10PM. That being said, should a guest stay longer than a half hour past close - they will respectfully be asked to leave. Last calls will be communicated 5 minutes before closing. This could be 1:30am, 2:30am, or the time your conditions need you to close. 1. **Before closing time: Will you inform customers in advance?** Yes. **Alter lights and/or music?** Yes. **At what time will you stop alcohol and/or food service?** 9:30pm Sunday to Thursday. 10pm Saturday and Sunday.

2. Closing Time: **Will you provide escorts for customers and/or staff?** If requested, yes and recommended overall. **Will you be monitoring your parking lot for illegal activities and/or disturbances?** Absolutely! **Will your business take part in traffic management?** NA.

3. **Will you use valet services?** NA Contracted or in-house? Make sure your safety plan includes protecting customers during high volume closing times. In some busy areas of the city, grid-lock can occur at closing time. This could be due to your valet service. **How will you work with neighbors to assure access and safety for the neighborhood?** I will foster strong relationships with my neighboring tenants and participate in community involvement events to network. 4. **What are your plans for an emergency evacuation, sheltering in place, and an active shooter?** If there is any sort of deemed emergency situation, all employees are encouraged to do whatever is in their best judgment and nature to protect themselves first and then the safety of one another second and customers' third. Staff are empowered to make whatever common sense decisions they need. People first - business second. There are clearly marked exit doors for evacuation. There is a private parking lot, locked office and dry storage area to be used. Employees are welcome to call 911 in any circumstance they deem necessary. There are 3 fire extinguishers throughout the building and an automatic sprinkler system in the ceilings. There are insurance required fire alarms in the facility. Should there be a tornado, Sohn Hee Eateries ownership will stay abreast of weather updates and monitor and advise her staff of what to do accordingly. The kitchen walk-in built in cooler and or dry storage area has been designated as a safe place should there be a warning. Should there be a winter storm warning, employees will be given the option to come into work, only if it is safe for them to do so. Employees who walk to work will be asked first. And, ownership will takeover all operating positions to ensure her employees are not asked to commute during unsafe weather conditions.

C. Training Definition: Training your staff on your safety plan can be the best way to make sure they follow it. **Describe staff training that includes the following:** As employees are being onboarded at the start of their employment they will be asked to review safety related training courses. The payroll company which the owner has purchased has online resources covering; work place safety, sexual harassment, slips trips and falls, diversity in the work place, money handling, and alcohol awareness. • staff meetings • formal presentations • name of trainer (or training company) • topics covered • ongoing training program (and for new-hires) • policy for carding • use of

electronic ID scanners • reward/discipline policy for staff that have served alcohol to minors • self-audits. The following information is on our website: Alcohol Server Training De-escalation Presentation Prepared by the Barbara Schneider Foundation (Dec 7, 2020) Trespassing Presentation Prepared by City Attorney's Office and Trespass Notice Form (Nov 18, 2020) Other types of training can include, but are not limited to: • racial equity • sensitivity • hospitality • bystander intervention • sexual harassment • any others that could help you and your staff create a safe and welcoming place for patrons to visit

D. Crime Prevention Through Environmental Design (CPTED) Definition: CPTED uses design to discourage crime and promote building security. Architects design buildings/properties to hold up to the elements and natural disasters. We can also design them to prevent crime. 1. Having enough interior and exterior lighting levels can promote safety. **What lighting will your business Provide?** Pendant light bulbs throughout the dining room, plus spot light - track lights. There are ceiling recessed lights in the kitchen and bathroom. The outside of the building has gooseneck lights and an LED sign, 2. Having video surveillance can help protect your business from crime. It can also help support Police investigating crimes that may happen there or nearby. **What video surveillance will your business provide?** There is a nest security system in the building overseeing the back of the house, the office, and the register. There is a security camera in the back of the exterior of the building overseeing the parking lot. This was provided by the landlord of the property. 3. Natural sight lines allow for you to see someone or something from any given point in a room. It can also add to the safety of your business. **Consider how much of the business your staff can see at any given point.** The entire building is only 2400 square feet. Anyone can see all of the dining room from any place in the dining room. The only areas out of sight are the bathrooms and back of the house. 4. Make sure that private spaces are only accessible by staff to prevent a crime from happening in them.

E. Peer and Professional Support

Definition: Peers are other businesses willing to offer guidance to your new business. Professional support would be who you hire or contract to help keep your business safe.

1. **Who will be your business peer support?** The landlord of the property has a large professional network of industry professional contacts. The owners of the business have various resources for food safety and also Human Resources' professionals for safety. 2. **Will you need extra professional support?** Professional Security? Part-time Police Officers? NA.

F. Regular Review Definition: Safety plan review should occur at regular intervals of time to keep it fresh and up to date. 1. **How often will you review your safety plan?** Annually? Proactively before a special event? Reactively after an incident? During new

hire orientation and then annually. Should there be any incidents, then, applicably we will all go through training accordingly after.

2. When you perform a self-review, will you keep records of this so that you can share it with others if you decide to do so? **The company's payroll system which includes online training classes keeps records of completion.**

G. Large Crowds Arriving at Once Definition: If an event or bus let out at your business, you could have a large crowd arriving at once, that could overwhelm your staff. 1. **What is your occupancy?** 47 inside and 14 outside. 2. **Will you allow party buses or pedal pubs to drop off a large crowd of people at your business?** No. If so, how will you handle the crowd entering your business? 3. If applicable, **how will your business handle let outs from concerts or games?** We will operate business normal hours, but to the extent we know about larger influx of customers we will prep and staff more to accommodate ahead of time. To ensure a positive guest experience, we may also turn off 3rd party delivery options temporarily to focus on the in person guests.

Sound Management Program

Speakers

- **Describe the position of speakers to deflect or absorb excessive noise.** There is a small sound system which plays sonos generated music. The speakers are in the dining room and also expo line area near the kitchen of the establishment. Music volume will be monitored to ensure there is no disruption to business operations and or guest experience.
- **Tell us how you will minimize low-frequency music beats.** Music choices will be managed and monitored by ownership to reflect on-brand music. Management/Operations will adapt the volume so that it can be heard but not be disruptive to the guests and or employees who need to interpersonally communicate with one another.
- **Tell us when you will turn down the music and what time you turn off the speakers.** Music will play during all operations' hours.

Closing time

- **Tell us when you will stop serving alcohol, turn up lights, and when you will be turning down the music.** Sunday - Thursday 11am to 9:30pm and Friday and Saturday 11am to 10pm. Lights will be turned up only to be a non verbal notification to customers if they are still in the building up to 30 minutes after

close. Music will be turned off as an additional layer of informing customers that we have closed for the evening.

- **Tell us what time you will seat your last customers, how you will tell customers of closing time, and what time you will ask customers to leave.** Due to the nature of the business being quick service style, we will allow customers to order until 1 minute before closing time. To the extent that these customers want to dine in the restaurant vs take items as takeout - we will let them know we are technically closed by they can stay onsite for up to a half hour.
- **Describe how you will manage noisy customers.** Any noisy or disruptive customers will be professionally and respectfully asked, by ownership, to lower the volume of their voices. If their noise levels continue - ownership may ask them to move to outside tables or to take their food as to go.
- **Tell us how you will remind customers to lower their voices to respect residents. This includes customers who park on residential streets.** Should it be applicable, ownership/management will discreetly, professionally, and kindly talk to customers one on one about being aware of their noise levels in the best interest of the community.

Outdoor capacity

- **List the capacity of your outdoor area.** We will have 4 tables, 14 seats.
- **Describe how you will manage the area to prevent over occupancy.** There will be signs near the sidewalk cafe that communicate customers need to go inside to the register to order and that all tables are first come - first serve.
- **Describe how the seating design will minimize or deflect excessive sound.** The seating design was created with all options being 4 or 2 top tables. Customers are welcome to sit and eat their food in the dining room with self service soda and coolers of beer for purchase, but all are intended to be quick service and take out.

Equipment

- **Describe your sound metering equipment and/or music systems with self-regulators, and how you plan to use them.** There is a very simple sound system installed in the restaurant to play streamed music through sonos. Management will be responsible for turning on and off music and adjusting the sound accordingly.

Staff

- **Describe sound management training for managers, supervisors, bartenders, hosts, servers, and security staff. Include a list of their duties, including the frequency of rounds.** Management/ownership is ultimately responsible. However, all front of the house employees will be encouraged to notify management if there are any noise concerns, comments, questions.
- **Describe how you will remind, relocate, and/or remove noisy customers.** As mentioned above, management and ownership will professionally handle any customers whose noise level becomes a disruption to others. They will first verbally warn the customer and bring awareness. Second, recommend that said customer take their food outside and or to go. Finally, they are not opposed to asking a customer to ultimately leave.
- **Describe your community outreach. This can include neighborhood association meetings or downtown LINC meetings, for example.** Ownership plans to be a part of any and all community connections and network with as many of her neighboring businesses as possible. The landlord of the property has an additional resources list, as he has owned the property for over 20 years.

Special events

- **Describe your plans for special events in the city.** If there are special events, management will adjust staffing levels and inventory levels accordingly to reflect the increase in business.

Complaints

- **Describe how you will address sound complaints?** This can include a telephone number other than your business number for residents to call for sound concerns. If anyone has any questions, concerns or comments - they are welcome to email and /or call ownership. The owner/manager will be the main point of contact for addressing complaints and managing sound volumes.

Architectural design or enhancements

- **Describe the use of sound blocking walls, fences, and/or landscape.** There is a concrete wall separating the back and the front of the house. There is a vestibule in the entrance of the building.
- **How you plan to direct sound away from occupied buildings.** We will strategically place speakers so they are not disruptive or distracting.

Additional resources

Contact [Environmental Services Information](#) for more resources and solutions.

Here are common concerns.

- Plans to use an outdoor area.
- Seating capacity over 200 people. NA
- Amplified sound.
- Located in a residential area. NA
- All customers leaving at closing time.
- Customers parking in residential areas.
- Mechanical equipment located within 100 feet of a residential area.
- Routine maintenance schedule for mechanical equipment. Yes.
- Complaints received about sound.
- Interest in learning more about sound management plans and products to measure and regulate sound. This includes sound engineers, sound meters, for example.

Litter Removal. You are required to clean litter within a 100 foot radius from your business. Describe your plans for litter, graffiti, and garbage. Include staff and hours assigned and plans during the warm weather months. There will be instructions and signs outside for guests who choose to eat on the sidewalk patio. These customers will also be informed at the register, when they order, that they need to throw away all of their garbage related materials in the inside receptacle when they are finished eating. The opening front of the house employee will be responsible, as part of their start of the day tasks to go outside and ensure that all litter and trash is picked up before the doors open for the day. An employee will be assigned the responsibility of monitoring litter and trash around 230-330pm, in between the lunch and dinner peaks. And then, the closing employee will be responsible for any night time garbage and littering. This person will also sweep the patio/sidewalk. Within the lease agreement, the landlord of the property is responsible for all outside aspects of the building. If graffiti occurs, he will be notified and will take care of removal /painting over. There is onsite garbage and recycling in the back of the building which is picked up once a week.

Entertainment. Describe the following: This section is not applicable. There will be no entertainment conducted at the restaurant. It is strictly a quick service restaurant.

- type of entertainment at your business
- days and hours of the entertainment and
- age group which the entertainment is directed

Team Sponsorships. Tell us the types of teams you may sponsor: softball, broomball, soccer, rugby, football, or other competitive sports. At this time, there is no philanthropic budget of any kind, including sports related sponsorships.

Hours of Operation. Sunday to Thursday 11am to 9:30pm

Friday and Saturday 11am to 10pm

- Specify the hours for every day of the week
- Include both inside and outside hours

Food Service. Food service will be available all hours of the day. The only change to the menu is a sandwich lunch offering from 11am go 3pm Monday to Friday.

There will be 2 prep employees every single morning from 630am to 12noon.

Monday -Wednesday there will be 2 line cook/fryers on in the morning for lunch.

Thursday - Sunday in addition to 2 line cook/fryers there will be a back of the house support person who re-fill sauces, does additional prep for the weekend volume, and does any dishes that pile up. This employee will work 1130am to 730pm to cover the rushes and busiest times.

Every evening there will be 2 line cook/fryers on at night for the dinner rush.

- List the hours of full food service and reduced food service
- Include the staffing model of your kitchen

Charitable Gambling Activities. Identify the types of games, hours, gambling manager and name of charity. This section is not applicable for my business model.

Applicant's Experience and Background with Liquor, Restaurant or Retail Sales. Include a resume or summary of work experience. **** To add /insert ****

Advertising. Attach a copy of all the sites you will advertise, such as social media, website, flyers, coupons, table tents, etc. All advertisement, promotion and marketing is managed by the franchise HQ. As a franchisee, I pay \$10,000 for the grand opening of my store. This includes, but is not limited to: local papers, local news, social media, social influencers, website, printable flyers for neighborhood. 3rd party delivery promotions. Then, on an on going basis, i pay a 2% fee to the franchise on a monthly basis, which covers, social media heavy marketing; support with google and yelp reviews; website maintenance, any necessary channels to foster growth and attraction to the business.

Promoters. If you plan to work with promoters, you must have a written signed contract that includes the Following: This section is NA.

- Statement of truth in advertising
- Cancellation rights if contract is not followed
- Promoter contact information

Submit a sample contract. Signed contracts must be made available to licensing official upon request.